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Cut Flowers

CARNATIONS, • CHRYSANTHEMUMS,
• GLADIOLUS, • ROSES

PRODUCTION AND SALES, 1956;

INTENTIONS FOR 1957 IN 5 SELECTED STATES.



FIRST REPORT

Sales of carnations, chrysanthemums, gladiolus and roses grown in California, Colorado, Florida, Illinois and Iowa were valued at nearly \$40,000,000 in 1956, according to the Crop Reporting Board of the U. S. Department of Agriculture. Carnations were valued at \$10,800,000, chrysanthemums at \$10,600,000 (pompons \$6,600,000 and standards \$4,000,000), gladiolus \$9,600,000 and roses, \$8,800,000.

California had over \$13,000,000 in sales, Florida \$12,000,000, Illinois \$8,000,000, Colorado \$5,500,000, and Iowa \$1,000,000. These values represent gross returns to producers for all sales at the wholesale level. All retail sales were reduced to an equivalent wholesale value using the average wholesale price reported for each State.

This is the first report published by the Crop Reporting Board covering the cut flower industry. The survey included four major cut flowers grown in five States selected as a cross section of the floral industry. A pilot survey was conducted during the first part of 1957 following an earlier inquiry made to establish lists of commercial producers and size and type of production in each of the five States. The "pilot" survey was conducted to ascertain the problems in collecting needed data and work out procedures to handle these problems in other States. All estimates relate to commercial producers. A commercial producer is defined as one who produced and sold at least \$1,000 of cut flowers, and flowering and bedding plants during 1956. Numbers of producers by States, who qualified as commercial under this definition, are as follows: California 443, Colorado 126, Florida 94, Illinois 450 and Iowa 130. Reports were received on 1956 production and 1957 intentions from over 87 percent of these growers covering over 97 percent of production. Data on numbers of producers and sales, classified according to the 1956 value of sales, are shown in the lower section of the tables for each flower. Information on size and type of operation will not be collected each year. However, such data will be published from time to time in future reports as new surveys are conducted in various States.

(Continued on last page)

This report summarizes the findings on a "pilot" survey conducted in California, Colorado, Florida, Illinois and Iowa. This is the first report published by the Crop Reporting Board covering the flower industry.

UNITED STATES DEPARTMENT OF AGRICULTURE

2 U.S. Agricultural Marketing Service,
Washington, D. C.

Ja Crop Reporting Board //

July 1957

TABLE 1. - CARNATIONS

Item	California	Colorado	Illinois	Iowa	4-State total ^{1/}
Producers (1956):.....number	157	114	223	77	571
Sales (1956):					
Carnations.....number thousands	99,950	53,811	22,660	3,630	180,051
Type of sale:					
Wholesale.....percent	99	99	87	62	96.7
Retail.....percent	1	1	13	38	3.3
Value, wholesale.....1,000 dollars	4,198	4,735	1,586	334	10,853
Plants in production:					
1956.....number thousands	9,264	5,875	2,523	394	18,056
1957, indicated.....number thousands	9,813	6,088	2,738	389	19,028
1957 as percentage of 1956.....percent	106	104	109	99	105
Price per flower (1956):					
Wholesale.....cents	4.2	8.8	7.0	9.2	6.0
Retail.....cents	<u>2/</u>	<u>2/</u>	15.2	24.3	<u>2/</u>
Producers classified by annual value of sales (1956):					
Less than \$1,000:					
Establishments.....percent	3.8	2.6	23.3	16.9	13.0
Value of sales.....percent	.1	<u>3/</u>	1.3	.9	.2
\$1,000 to \$4,999:					
Establishments.....percent	19.1	6.1	38.1	51.9	28.3
Value of sales.....percent	2.5	.4	8.6	16.8	2.9
\$5,000 to \$9,999:					
Establishments.....percent	16.6	7.0	15.2	18.2	14.4
Value of sales.....percent	5.1	.8	12.9	18.7	5.1
\$10,000 to \$14,999:					
Establishments.....percent	14.0	13.2	6.3	5.2	9.6
Value of sales.....percent	7.5	4.6	9.6	3.8	6.9
\$15,000 to \$24,999:					
Establishments.....percent	16.6	16.7	<u>4/</u> 17.1	<u>4/</u> 7.8	10.7
Value of sales.....percent	13.0	8.2	<u>4/</u> 67.6	<u>4/</u> 59.8	11.9
\$25,000 to \$49,999:					
Establishments.....percent	13.4	29.8	<u>4/</u>	<u>4/</u>	14.0
Value of sales.....percent	18.1	26.0	<u>4/</u>	<u>4/</u>	24.1
\$50,000 and over:					
Establishments.....percent	16.5	24.6	<u>4/</u>	<u>4/</u>	10.0
Value of sales.....percent	53.7	60.0	<u>4/</u>	<u>4/</u>	48.9
Total:					
Establishments.....percent	100.0	100.0	100.0	100.0	100.0
Value of sales.....percent	100.0	100.0	100.0	100.0	100.0

^{1/} Florida - no commercial production.^{2/} Not sufficient data.^{3/} Less than .05.^{4/} Producers with sales of \$25,000 to \$49,999 and \$50,000 and over included with sales of \$15,000 to \$24,999 to avoid disclosing individual operations.

CARNATIONS

Sales of carnations grown by 571 commercial producers in California, Colorado, Illinois and Iowa amounted to \$10,853,000 in 1956. Colorado had sales of \$4,735,000, California \$4,198,000, Illinois \$1,586,000 and Iowa \$334,000. Approximately 180 million blooms were sold in the four States during 1956. Similar data collected for 1949 in the Agricultural Census of 1950 showed approximately 80 million blooms sold in the four States. California sold nearly 100 million blooms in 1956, Colorado 54 million, Illinois nearly 23 million, and Iowa 3.6 million.

For 1957, carnation producers in the four States have reported a 5-percent increase for the number of plants in production. Illinois reported a 9-percent increase followed by California with a 6-percent increase and Colorado with 4 percent. Iowa reported a decline of about 1 percent.

Returns per flower in the four States varied from a low of 4.2 cents in California to 8.8 cents in Colorado and 9.2 cents in Iowa. Sales per plant in production during 1956 varied from 9.0 in Illinois to 9.2 in Colorado and 10.8 in California. Average sales per producer ranged from 47,000 flowers in Iowa to 472,000 in Colorado and 637,000 flowers in California.

In Colorado, production is concentrated in the Denver area. California carnations are grown principally in three areas--San Francisco Bay area, Los Angeles County, and San Diego County. Production in Illinois is more scattered although the most important area is in Cook and DuPage Counties. Production in Iowa is widely scattered.

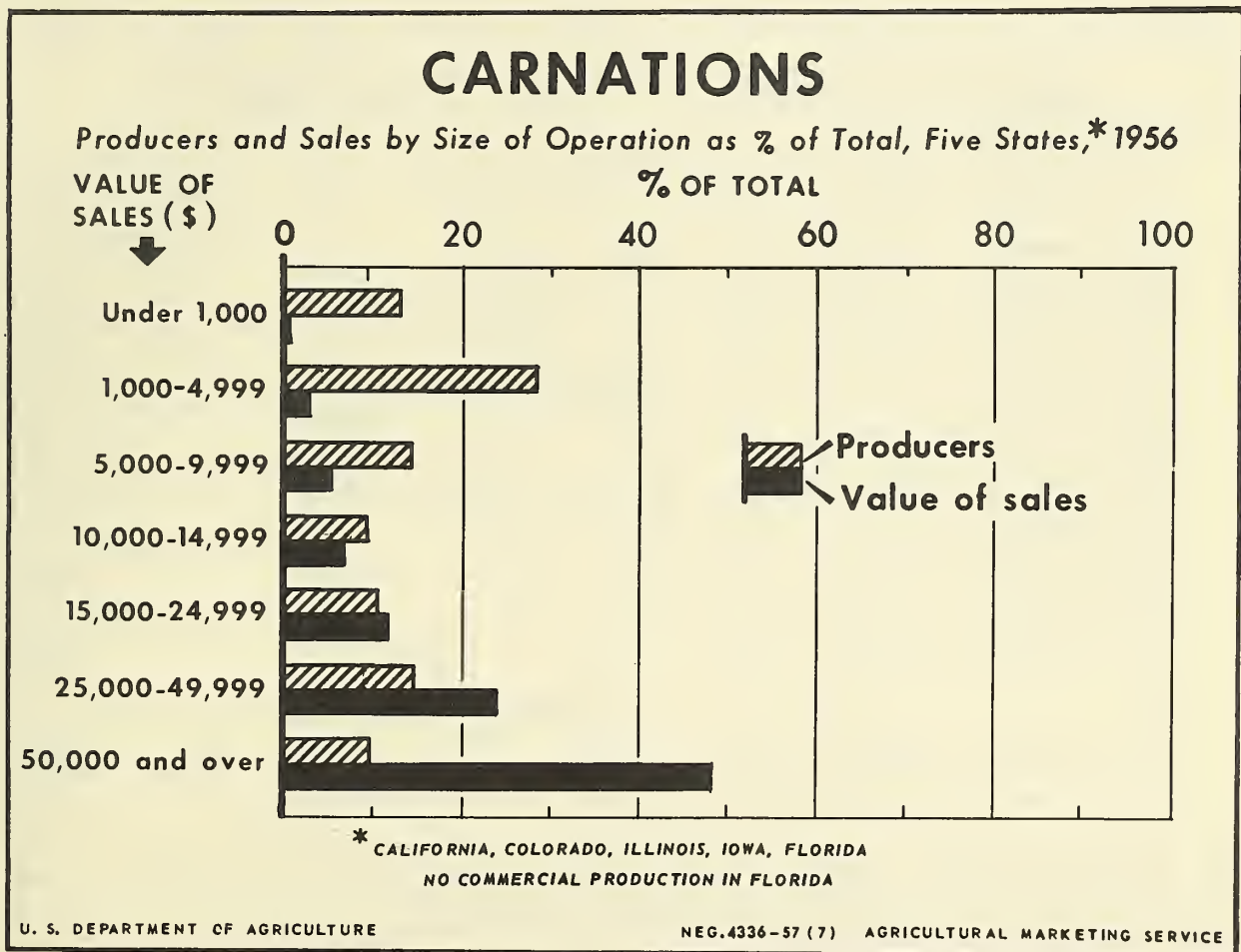


TABLE 2. - STANDARD CHRYSANTHEMUMS

Item	California	Colorado	Florida	Illinois	Iowa	5-State total
Producers (1956).....number	158	32	15	295	94	594
Sales (1956):						
Chrysanthemums sold....number thousands	24,266	434	1,223	5,170	370	31,463
Type of sale:						
Wholesale.....percent	100	93	99	88	37	97
Retail.....percent	0	7	1	12	63	3
Value, wholesale....1,000 dollars	2,499	96	205	1,060	99	3,959
Plants in production:						
1956.....number thousands	12,521	328	819	4,202	226	18,096
1957, indicated.....number thousands	12,393	347	969	4,565	214	18,488
1957 as percentage of 1956.....percent	99	106	118	109	95	102
Price per flower (1956):						
Wholesale.....cents	10.3	22.1	16.8	20.5	26.8	12.6
Retail.....cents	1/	53.4	1/	45.4	45.2	1/
Producers classified by annual value of sales (1956):						
Less than \$1,000:						
Establishments....percent	5.7	2/	90.6	2/	66.7	37.3
Value of sales....percent	.2	2/	37.2	2/	27.9	3.8
\$1,000 to \$4,999:						
Establishments....percent	28.5	2/		2/	45.0	44.7
Value of sales....percent	6.4	2/		2/	17.7	51.6
\$5,000 to \$9,999:						
Establishments....percent	19.0	2/		2/	8.5	5.3
Value of sales....percent	9.3	2/		2/	13.3	33.5
\$10,000 to \$14,999:						
Establishments....percent	10.1	2/		2/	2.4	---
Value of sales....percent	9.9	2/		2/	8.2	---
\$15,000 to \$24,999:						
Establishments....percent	15.2	3/	9.4	3/	33.3	2.4
Value of sales....percent	18.8	3/	62.8	3/	72.1	12.2
\$25,000 to \$49,999:						
Establishments....percent	17.7	3/		3/	3.4	---
Value of sales....percent	35.0	3/		3/	25.6	---
\$50,000 and over:						
Establishments....percent	3.8	---	---	---	1.0	---
Value of sales....percent	20.4	---	---	---	19.2	---
Total:						
Establishments....percent	100.0	100.0	100.0	100.0	100.0	100.0
Value of sales....percent	100.0	100.0	100.0	100.0	100.0	100.0

1/ Not sufficient data.

2/ Producers with sales of \$1,000 to \$4,999, \$5,000 to \$9,999 and \$10,000 to \$14,999 included with sales below \$1,000 to avoid disclosing individual operations.

3/ Producers with sales from \$25,000 to \$49,999 included with sales from \$15,000 to \$24,999 to avoid disclosing individual operations.

STANDARD CHRYSANTHEMUMS

Standard chrysanthemums sold by producers in California, Colorado, Florida, Illinois and Iowa were valued at nearly \$3,959,000 in 1956. Sales were made by 595 commercial producers. California had sales of \$2,499,000, Illinois \$1,060,000, Florida \$205,000, Iowa \$99,000 and Colorado \$96,000. Approximately 31.5 million blooms were sold in the five States during 1956. Similar data for 1949 collected in the Agricultural Census of 1950 showed about 11.6 million blooms sold in the five States. California produced and sold 24.3 million blooms in 1956, Illinois 5.2 million, Florida 1.2 million and Colorado and Iowa about 0.4 million each.

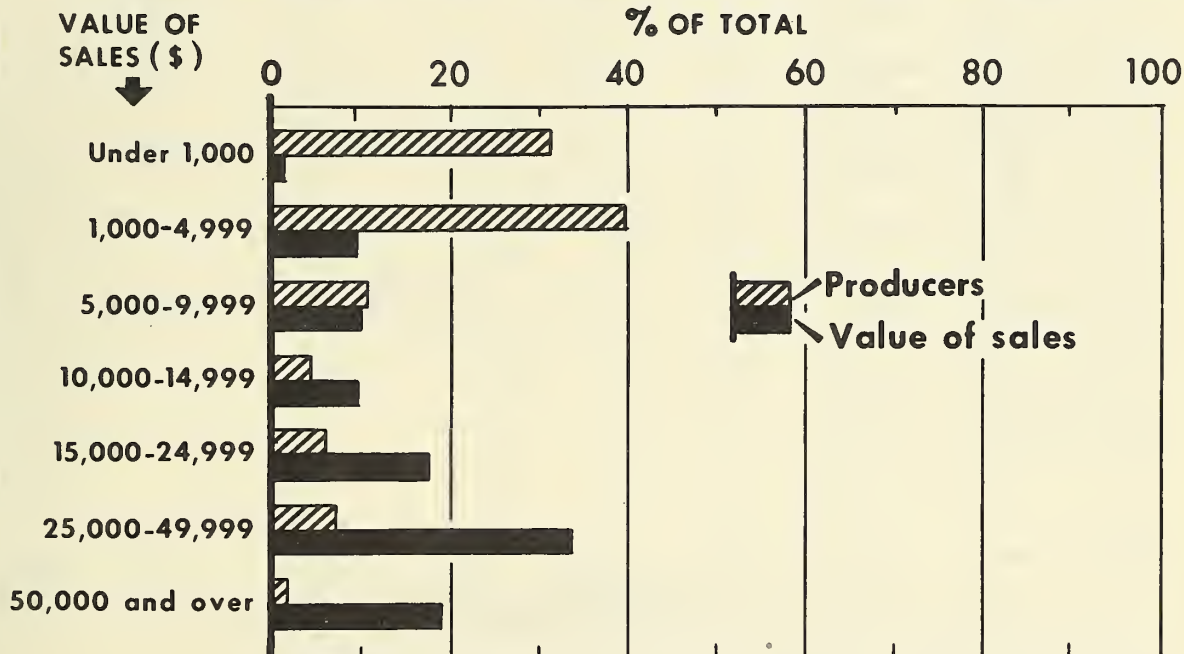
For 1957, standard chrysanthemum producers in the 5 States reported a 2-percent increase for number of plants in production. Florida indicated an 18-percent increase, Illinois 9 percent and Colorado 6 percent. A modest reduction of 1 percent was indicated for California, while Iowa reported a 5-percent reduction.

Returns per flower varied from 10.3 cents per bloom in California to 26.8 cents per bloom in Iowa. Sales per plant in production averaged 1.7 blooms, ranging from 1.2 in Illinois to 1.9 in California. Average sales per producer ranged from 3,900 blooms in Iowa to 17,500 in Illinois and 154,000 in California.

Production in California is confined largely to the San Francisco Bay area and in Los Angeles County. In Florida, production is largely concentrated in Martin County on the east coast. Colorado production is confined largely to the Denver area, while Iowa growers are widely scattered. Illinois growers are scattered throughout the State but Cook County is the most important producing center.

STANDARD CHRYSANTHEMUMS

Producers and Sales by Size of Operation as % of Total, Five States,* 1956



* CALIFORNIA, COLORADO, ILLINOIS, IOWA, FLORIDA

TABLE 3. - POMPON CHRYSANTHEMUMS

Item	California	Colorado	Florida	Illinois	Iowa	5-State total
Producers (1956).....number	208	38	45	298	111	700
Sales (1956):						
Pompons sold.....bunches thousands	3,680	203	5,277	1,236	181	10,577
Type of sale:						
Wholesale.....percent	99	95	93	82	50	93.1
Retail.....percent	1	5	7	18	50	6.9
Value, wholesale....1,000 dollars	1,218	234	3,937	1,025	195	6,609
Plants in production:						
1956.....number thousands	10,224	746	14,504	4,224	467	30,165
1957, indicated.....number thousands	9,478	684	19,310	4,136	442	34,050
1957 as percentage of 1956.....percent	93	92	133	98	95	113
Price per bunch (1956):						
Wholesale.....dollars	0.33	1.15	0.75	0.83	1.08	0.62
Retail.....dollars	<u>1/</u>	2.33	<u>1/</u>	1.83	2.27	<u>1/</u>
Producers classified by annual value of sales (1956):						
Less than \$1,000:						
Establishments....percent	12.5	39.5	---	34.2	42.3	27.1
Value of sales....percent	1.1	4.9	---	5.3	10.9	1.3
\$1,000 to \$4,999:						
Establishments....percent	41.8	36.8	4.4	48.7	45.9	42.8
Value of sales....percent	20.7	12.9	.1	26.4	44.3	11.4
\$5,000 to \$9,999:						
Establishments....percent	28.4	<u>2/</u> 13.2	<u>2/</u> 11.2	9.7	<u>2/</u> 10.0	14.6
Value of sales....percent	36.5	<u>2/</u> 18.9	<u>2/</u> 2.2	16.9	<u>2/</u> 24.8	15.7
\$10,000 to \$14,999:						
Establishments....percent	12.0	<u>2/</u>	<u>2/</u>	2.7	<u>2/</u>	5.7
Value of sales....percent	23.0	<u>2/</u>	<u>2/</u>	7.7	<u>2/</u>	9.8
\$15,000 to \$24,999:						
Establishments....percent	2.9	<u>3/</u> 10.5	<u>3/</u> 84.4	2.0	<u>3/</u> 1.8	2.7
Value of Sales....percent	7.9	<u>3/</u> 63.3	<u>3/</u> 97.7	11.7	<u>3/</u> 20.0	6.2
\$25,000 to \$49,999:						
Establishments....percent	1.9	<u>3/</u>	<u>3/</u>	1.7	<u>3/</u>	2.4
Value of sales....percent	8.1	<u>3/</u>	<u>3/</u>	16.0	<u>3/</u>	7.6
\$50,000 and over:						
Establishments....percent	.5	<u>3/</u>	<u>3/</u>	1.0	<u>3/</u>	4.7
Value of sales....percent	2.7	<u>3/</u>	<u>3/</u>	16.0	<u>3/</u>	48.0
Total:						
Establishments....percent	100.0	100.0	100.0	100.0	100.0	100.0
Value of sales....percent	100.0	100.0	100.0	100.0	100.0	100.0

1/ Not sufficient data.

2/ Producers with sales of \$10,000 to \$14,999 combined with sales from \$5,000 to \$9,999 to avoid disclosure of individual operations.

3/ Producers with sales from \$25,000 to \$49,999 and \$50,000 and over combined with sales from \$15,000 to \$24,999 to avoid disclosure of individual operations.

POMPON CHRYSANTHEMUMS

Sales of pompon chrysanthemums grown by 700 commercial producers in California, Colorado, Florida, Illinois and Iowa were valued at \$6,609,000 in 1956. Florida had sales of \$3,937,000, California \$1,218,000, Illinois \$1,025,000 and Colorado and Iowa each approximately \$200,000. Approximately 10.6 million bunches were sold in the five States during 1956. Similar data collected for 1949 in the Agricultural Census of 1950 showed about 3 million bunches sold in the five States. Florida produced and sold about 5.3 million bunches in 1956, California 3.7 million bunches, Illinois 1.2 million bunches and Colorado and Iowa about 0.2 million bunches each.

For 1957, pompon producers in the five States reported a 13-percent increase for number of plants in production. The increase is entirely in Florida where a 33-percent change is indicated. Illinois reported a 2-percent reduction, Iowa 5 percent, California 7 percent and Colorado 8 percent.

Prices received by growers varied from a low of 33 cents per bunch in California to 75 cents in Florida and \$1.15 in Colorado. The number of plants required to market one bunch ranged from 2.6 plants in Iowa to 3.7 in Colorado. Average sales per producer ranged from 1,600 bunches in Iowa to 117,000 bunches in Florida.

Production in California is confined largely to the San Francisco Bay area and in Los Angeles County. In Florida, production is largely concentrated in Martin, Lee, Dade, Palm Beach and Indian River Counties. Colorado production is concentrated in the Denver area, while Iowa growers are widely scattered. In Illinois, Cook and DuPage Counties comprise the most important producing center.

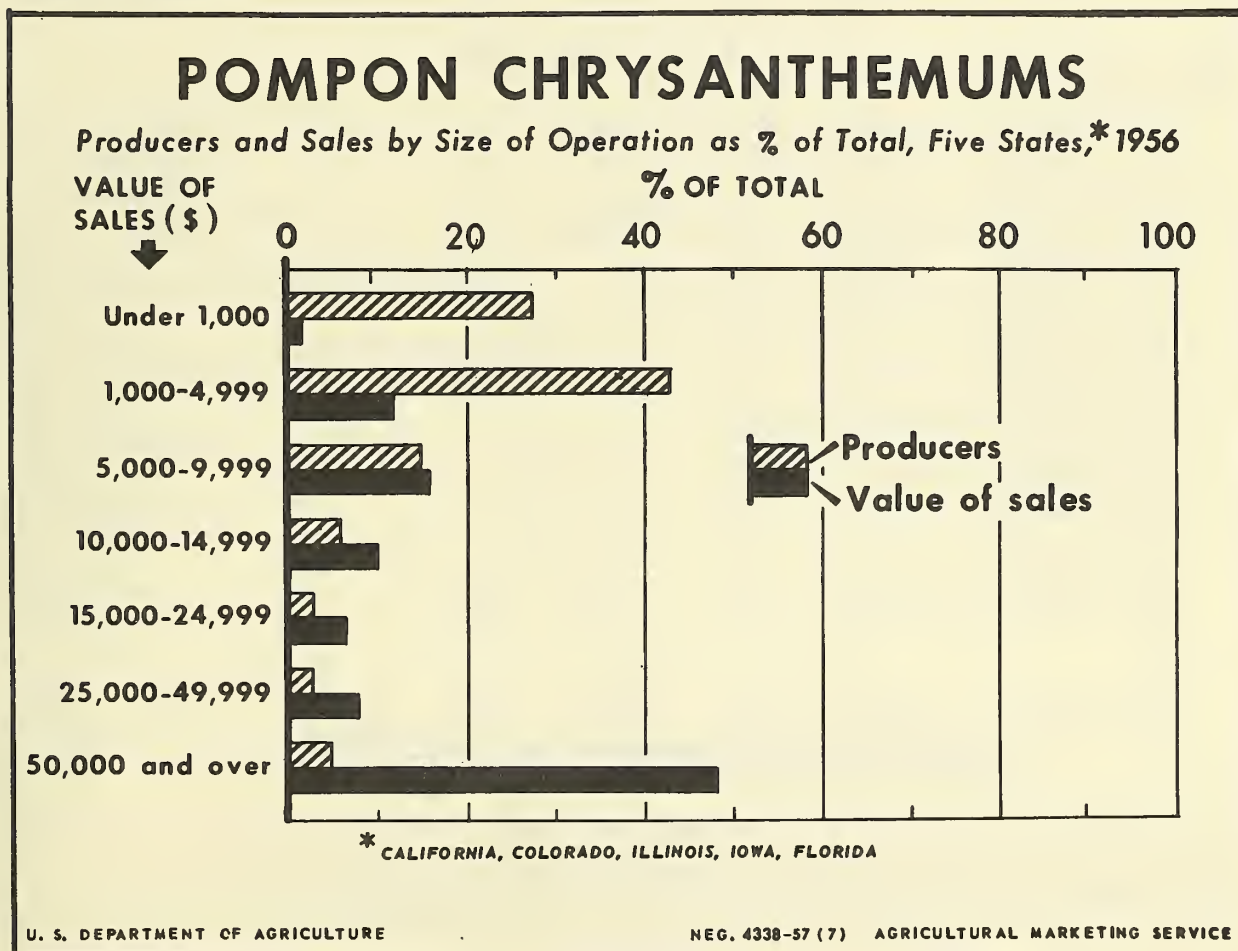


TABLE 4. - GLADIOLUS

Item	California	Colorado	Florida	Illinois	Iowa	5-State total
Producers (1956).....number	76	11	72	109	65	333
Sales (1956):						
Gladiolus sold....dozen spikes thousands	2,308	43	14,560	973	74	17,958
Type of sale:						
Wholesale.....percent	99	96	90	92	72	91.2
Retail.....percent	1	4	10	8	28	8.8
Value, wholesale.....1,000 dollars	1,249	24	7,775	330	52	9,430
Acres in production:						
1956.....acres thousands	660	25	8,000	657	58	9,400
1957, indicated.....acres thousands	715	25	8,200	644	54	9,638
1957 as percentage of 1956.....percent	108	100	102	98	93	103
Price per dozen (1956):						
Wholesale.....cents	0.54	0.56	0.53	0.34	0.70	0.53
Retail.....cents	<u>1/</u>	2.91	<u>1/</u>	1.84	2.38	<u>1/</u>
Producers classified by annual value of sales (1956):						
Less than \$1,000:						
Establishments.....percent	15.8	54.5	---	33.0	56.9	27.3
Value of sales.....percent	.4	10.6	---	2.5	13.7	.3
\$1,000 to \$4,999:						
Establishments.....percent	32.9	<u>2/</u> 45.5	15.3	44.0	<u>2/</u> 43.1	33.9
Value of sales.....percent	4.2	<u>2/</u> 89.4	.4	26.7	<u>2/</u> 86.3	2.7
\$5,000 to \$9,999:						
Establishments.....percent	10.5	<u>2/</u>	22.2	16.5	<u>2/</u>	13.5
Value of sales.....percent	5.4	<u>2/</u>	1.5	10.0	<u>2/</u>	4.2
\$10,000 to \$14,999:						
Establishments.....percent	10.5	<u>2/</u>	<u>3/</u> 5.3	<u>3/</u> 6.5	<u>2/</u>	4.8
Value of sales.....percent	8.0	<u>2/</u>	<u>3/</u> 4.8	<u>3/</u> 30.8	<u>2/</u>	2.2
\$15,000 to \$24,999:						
Establishments.....percent	11.9	---	<u>3/</u>	<u>3/</u>	---	3.4
Value of sales.....percent	13.5	---	<u>3/</u>	<u>3/</u>	---	2.4
\$25,000 to \$49,999:						
Establishments.....percent	9.2	---	<u>3/</u>	<u>3/</u>	---	4.8
Value of sales.....percent	18.0	---	<u>3/</u>	<u>3/</u>	---	6.1
\$50,000 and over:						
Establishments.....percent	9.2	---	47.2	---	---	12.3
Value of sales.....percent	50.5	---	93.3	---	---	82.1
Total:						
Establishments.....percent	100.0	100.0	100.0	100.0	100.0	100.0
Value of sales.....percent	100.0	100.0	100.0	100.0	100.0	100.0

1/ Not sufficient data.

2/ Producers with sales from \$5,000 to \$9,999 and \$10,000 to \$14,999 included with sales from \$1,000 to \$4,999 to avoid disclosure of individual operations.

3/ Producers with sales from \$15,000 to \$24,999 and \$25,000 to \$49,999 included with sales from \$10,000 to \$14,999 to avoid disclosure of individual operations.

GLADIOLUS

Sales of gladiolus grown by 333 commercial producers in California, Colorado, Florida, Illinois and Iowa were valued at \$9,430,000 in 1956. Florida, the leading producer of gladiolus in the United States, had \$7,775,000 in sales. California had \$1,249,000, Illinois \$330,000, Iowa \$52,000 and Colorado \$24,000. Total sales in the five States amounted to nearly 18 million dozen spikes. Similar data collected for 1949 during the Agricultural Census of 1950 showed sales of approximately 15.5 million dozen spikes. Florida reported 14.5 million dozen sold in 1956, California 2.3 million, Illinois 1 million and Iowa and Colorado under 0.1 million each.

For 1957, gladiola growers in the five States reported a 3-percent increase in acreage. California indicated an 8-percent increase in acreage and Florida 2 percent. Colorado reported no change from 1956, while Illinois and Iowa showed declines of 2 and 7 percent, respectively.

Return per dozen spikes ranged from 33 cents per dozen in Illinois to 53 cents in Florida and 70 cents in Iowa. Sales per acre varied from 1,275 dozen spikes in Iowa to 1,820 dozen in Florida and 3,500 dozen in California. Average sales per grower ranged from 1,100 dozen spikes in Iowa to over 200,000 dozen in Florida.

Florida gladiolus are largely concentrated in Lee, Manatee, Hillsborough, Pinellas and Palm Beach Counties. In California, production is confined largely to San Diego County, although substantial amounts are also grown in Los Angeles County and in the San Francisco Bay area. Growers in Illinois, Iowa and Colorado are widely scattered.

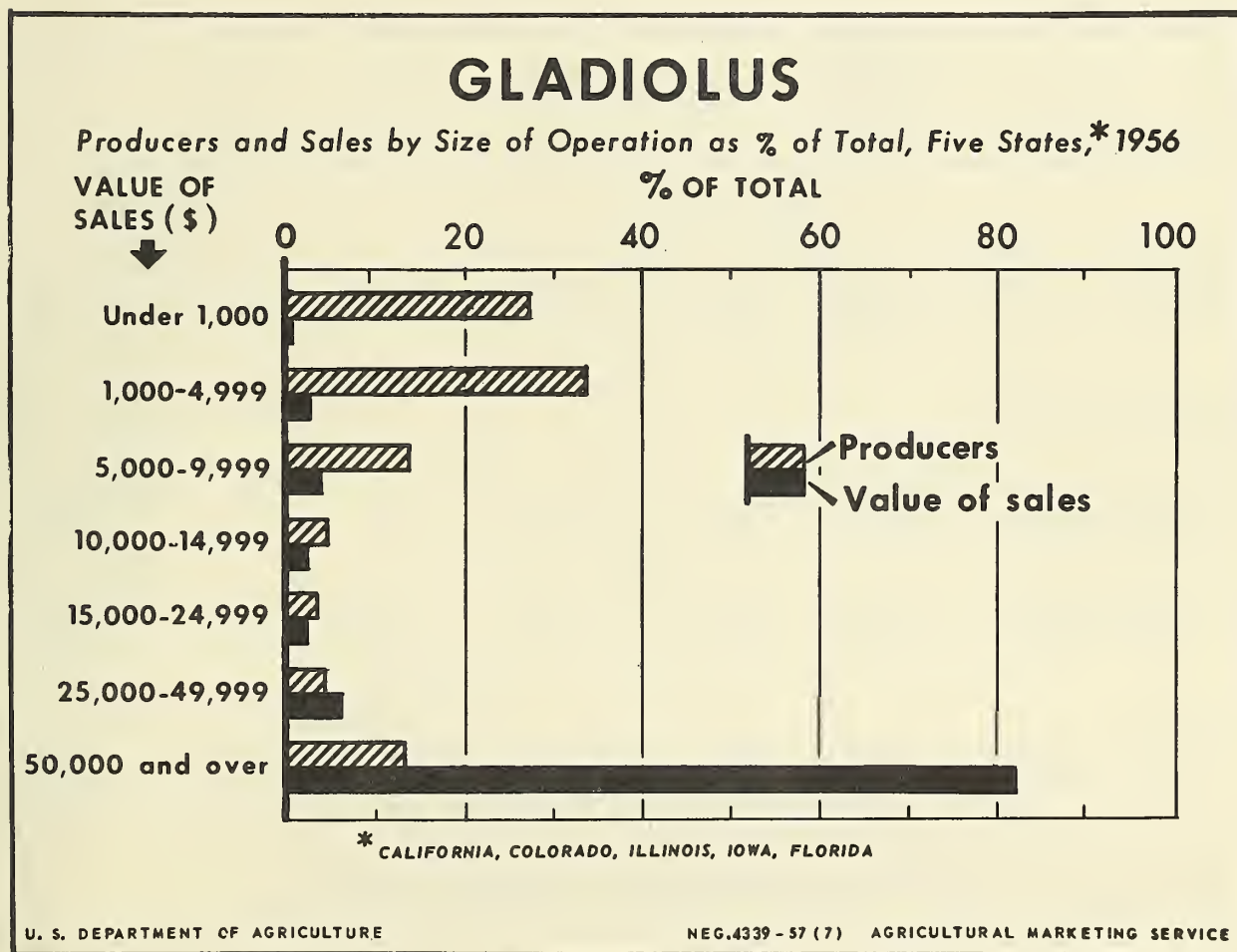


TABLE 5. - ROSES

Item	California	Colorado	Illinois	Iowa	4-State total <u>1/</u>
Producers (1956).....number	44	18	44	14	117
Sales (1956): Roses sold.....number thousands	67,450	3,627	52,550	3,316	126,943
Type of sale:					
Wholesale.....percent	100	96	99	74	99.5
Retail.....percent	---	4	1	26	.5
Value, wholesale.....1,000 dollars	4,114	392	3,889	361	8,756
Plants in production:					
1956.....number thousands	2,651	217	2,248	178	5,294
1957, indicated.....number thousands	2,758	187	2,345	179	5,469
1957 as percentage of 1956.....percent	104	86	104	101	103
Price per flower (1956):					
Wholesale.....cents	6.1	10.8	7.4	10.9	6.9
Retail.....cents	<u>2/</u>	28.1	<u>2/</u>	28.0	<u>2/</u>
Producers classified by annual value of sales (1956):					
Less than \$1,000 to \$24,999:					
Establishments.....percent	12.1	61.1	34.1	57.1	34.7
Value of sales.....percent	1.7	18.2	2.0	16.2	2.6
\$25,000 and over:					
Establishments.....percent	87.9	38.9	65.9	42.9	65.3
Value of sales.....percent	98.3	81.8	98.0	83.8	97.4
Total:					
Establishments.....percent	100.0	100.0	100.0	100.0	100.0
Value of sales.....percent	100.0	100.0	100.0	100.0	100.0

1/ Florida - Not published to avoid disclosure of individual operations.

2/ Not sufficient data.

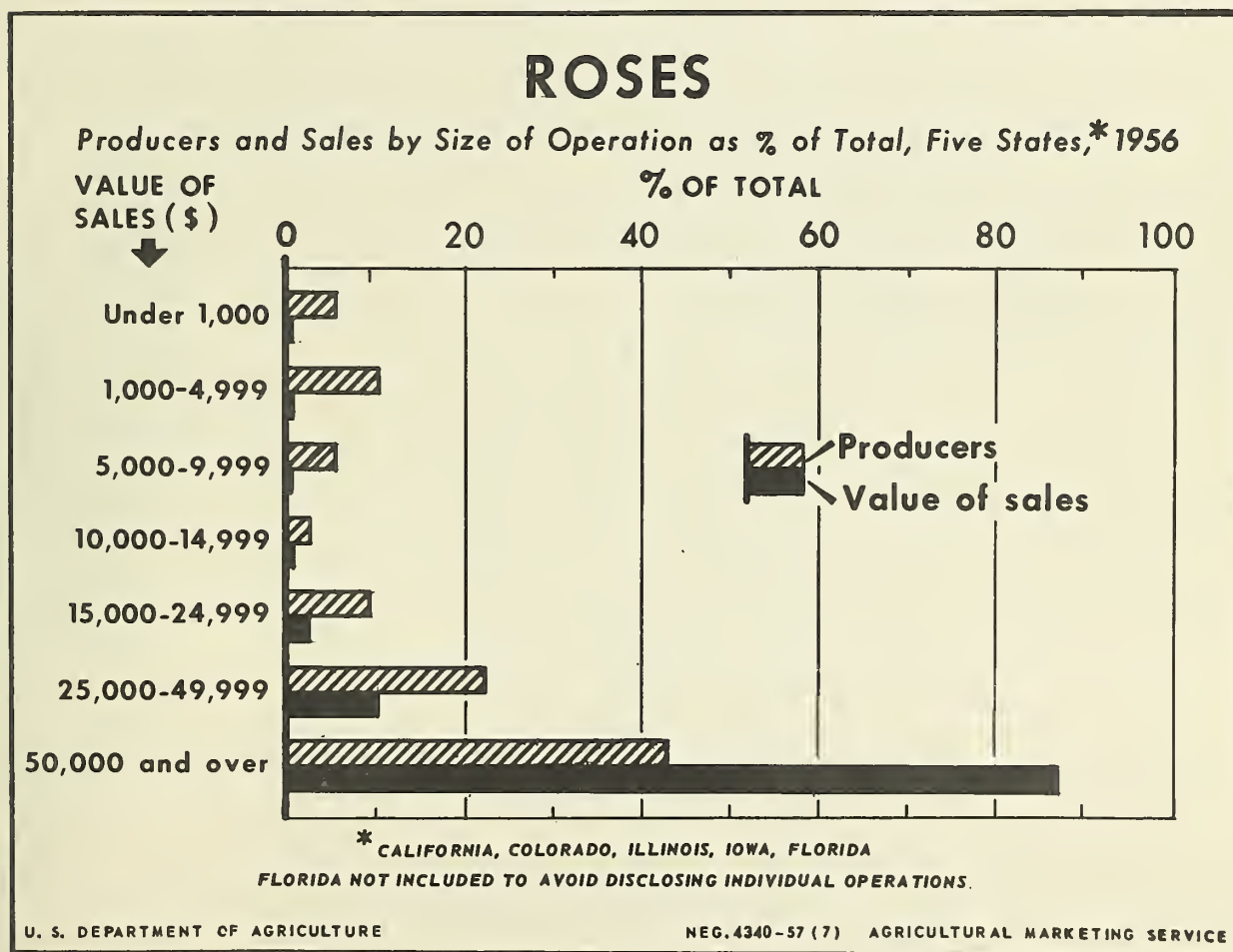
ROSES

Sales of roses grown by 117 commercial producers in California, Colorado, Illinois and Iowa were valued at \$8,756,000 in 1956. California had sales of \$4,104,000, Illinois \$3,889,000, Colorado \$392,000 and Iowa \$361,000. Approximately 127 million blooms were sold in the four States during 1956. Similar data collected for 1949 during the Agricultural Census of 1950 showed approximately 132 million blooms sold in the four States. California reported 67 million blooms sold in 1956, Illinois 53 million, Colorado 3.6 million and Iowa 3.3 million.

For 1957, rose producers in the four States reported a 3-percent increase for the number of plants in production. Illinois and California reported 4-percent increases and Iowa up 1 percent. Colorado indicated a 14-percent decline.

Returns per flower ranged from 6.1 cents per bloom in California to 7.4 cents in Illinois and 10.8 cents in Colorado. Sales per plant in production averaged 24 blooms, ranging from 16.7 in Colorado to 23.4 in Illinois and 25.4 in California. Virtually all of the crop was sold at wholesale. Average sales per producer varied from 202,000 flowers in Colorado to 1,194,000 in Illinois and 1,645,000 in California.

California rose growers are located largely in the San Francisco Bay area although there are several large growers in southern California. In Colorado, production is concentrated in the Denver area; Iowa producers are widely scattered throughout the State. Many Illinois rose growers are located in northern Illinois. Christian County, located in central Illinois, is also an important growing area.



General Comments - Cont'd

In California, sales of the four major cut flowers surveyed were well above similar data collected for 1949 by the Bureau of the Census during the Agricultural Census of 1950. The most notable gain was shown for carnations. This industry has expanded rapidly in Alameda, San Mateo and Santa Clara Counties adjacent to San Francisco, and also at Encinitas in San Diego County. Growers in California have reported intentions to increase the number of plants of carnations, roses and gladiolus in production during 1957, while decreases are reported for both standard and pompon chrysanthemums.

Florida is the largest producer of gladiolus in the United States with 8,000 acres in production in 1956. Sales totaled nearly \$7,800,000. Production of pompon chrysanthemums in Florida has shown a rapid increase in recent years with 1956 sales placed at \$4,000,000. Florida cut flower producers are also beginning to produce substantial numbers of standard chrysanthemums. There is no commercial production of carnations in Florida. Data on sales of Florida roses are not being published in order to avoid disclosing the operations of individual producers. For 1957, growers in Florida reported a sizable increase in pompon and standard chrysanthemums, and a moderate increase for gladiolus.

Illinois cut flower producers reported sales of chrysanthemums and gladiolus well above similar data collected during the Agricultural Census of 1950, but sales of carnations and roses at somewhat lower levels. Roses, valued at \$3,900,000 in 1956, continue to be the most important cut flower grown in Illinois, followed by chrysanthemums and carnations. Some gladiolus reported sold as cut flowers in Illinois were from acreage planted primarily for bulb production. For 1957, growers have reported intentions to increase the number of plants of carnations, roses, and standard chrysanthemums, while small reductions are indicated for pompon chrysanthemums and gladiolus.

Colorado cut flower growers reported sales of carnations and chrysanthemums well above similar data collected during the Agricultural Census of 1950, but substantial reductions were indicated for roses and gladiolus. Carnations are the most important cut flower, followed by roses, chrysanthemums and gladiolus. For 1957, growers in Colorado have reported intentions to increase the number of plants of carnations and standard chrysanthemums, while reductions are indicated for pompon chrysanthemums and roses. Prospective acreage of gladiolus is unchanged from 1956.

In Iowa, 1956 sales of carnations were greater than shown by similar data collected in 1950, while declines were indicated for roses, chrysanthemums and gladiolus. Roses are the most important cut flower grown in Iowa based on 1956 sales, followed closely by carnations and chrysanthemums. For 1957, Iowa growers reported intentions to increase the number of plants of roses slightly, while some reduction is indicated for carnations, chrysanthemums and gladiolus.

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